

Rep Order# 6858976 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 210286

Printed: 10/16/2012 10:02 AM  
Last Received: 10/16/2012 9:55 AM  
Showing Buylines: All Rep Revised Lines

1 of 2

Station WOTV-TV GRAND RAPIDS/KALAMAZO  
Advertiser ( ) UPTON FOR ALL OF US  
Product UPTON FOR ALL OF US  
Estimate# 3237  
Buyer BEN ANGLE  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
& PLACEMENT, 815 SLATER LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 226/406/3237  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) IAN AMBRON  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

UPTON FOR ALL OF US SC=\*

--- REMARKS ---

LN 1 2X N/A, MKGD ON LN 2 & HL#6858971  
REVISED TOTAL IS \$500 (\$3500 MOVED TO SEP HL)  
PLS CONFIRM  
THANKS KELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	SA	330P-7P	NCAFF: MSU VS MICHIGAN	:30	\$2,000.00	10/20-10/20	0	0	0	\$0.00	
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Rating: 9.0

Sales Remark: V3 2X N/A, MKGD ON LN 2 & HL#6858971  
V3 Comment Changed, Spots/week Changed

	*2	M	8P-9P	DWTS	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
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Sales Remark: V3 MKGD FOR LN 1  
V3 Added

---REPORT TOTALS---

Report Totals: 1 / \$500.00

---SALES MONTHLY TOTALS---

Oct 12: 1 / \$500.00  
Sales Totals: 1 / \$500.00  
Station Totals: 1 / \$500.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$500	CATV 0%	WOOD 0%	WOTV 100%	WMWT 0%	WXMI 0%
		WXSP 0%	WZPX 0%	WZZM 0%		

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Books null  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE